

EXECUTIVE SECRETARIAT**Routing Slip**

TO:		ACTION	INFO	DATE	INITIAL
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Remarks:

Executive Secretary

8/23/82

Date

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**Planning
&
Forecasting
Consultants**

TELEX 77-5727

908 TOWN & COUNTRY BLVD., SUITE 120 HOUSTON, TEXAS 77024 (713) 467-4732

August 14, 1982

Executive Registry

82-11043

Mr. Wm Carey

Dear Sir:

The budgeting and planning process for 1983 is now starting or underway for many companies.

What would it have been worth to your company, in the fall of 1981, to know that the crude oil price would decline in 1982? Would this have been valuable for your planning and budgeting? What will happen to oil prices and volumes in 1983?

P&FC forecasted the crude oil price decline for 1982 and documented it publicly in August of 1981. That forecast was not a fluke, but only one of many reasoned and rational forecasts based on our unique methodology. Attached is our nine year forecasting record, which we will put up against all competitors. We believe this record warrants your attention and consideration. P&FC offers the following forecasting and planning services to assist your 1983 planning and budgeting process.

1. P&FC can provide a half day oral presentation in your office highlighting the coming short and long range energy situation. This presentation will spur creative thought and discussion among your internal staff and could be a great kickoff to start this year's planning effort. It could also serve as a critique to your assumptions.
2. P&FC is now completing our multi-client study Strategic Energy Playbook. This will be available in September and could be the basic position paper on the environment your company will have to compete in.
3. P&FC can provide a service that continuously monitors the issues and influences your company will be facing in the decade of the 80's. This includes a monthly oral report so a company can modify its plans, as necessary, to attain its goal.
4. P&FC can be the stimuli for a new strategic planning effort within your company, or can put new life into an ongoing planning system. Our uniquely developed forecasting and planning system is economical and objective.

This coming year, 1983, will be critical for many companies. Let P&FC guarantee it will be a successful one for you. Call 713/467-4732.

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Encls: P&FC Nine Year Forecasting Record
Press Release - Review & Critique of 1977 Forecast

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